

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
MASTERS IN**

**MBAD 871: MARKETING MANAGEMENT**

**STREAMS:**

**TIME: 3 HOURS**

**DAY/DATE: WEDNESDAY 7/4/2021**

**2.30 PM – 5.30 PM**

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**INSTRUCTIONS:**

- Answer **Question ONE** and any other **FOUR** questions.
- **Do not write anything on the question paper.**

**Question One**

a) The natural environment refers to climate, weather and natural resources that affect human survival and economic activity. Distinguish the trends in the natural environment that marketers should always be aware of in their decision making.

[10

Marks]

b) Marketing research involves the gathering and analysis of information about the moving of goods or services from producers to consumers. Distinguish between the possible methods of contacting a respondent in a marketing research assignment.

[6

Marks]

c) The Product Life Cycle is an important concept in the marketing discipline. What is the relevance of the concept to management decision making? [4 Marks]

**Question Two**

Promotion is any communicative effort by a marketer to inform and persuade buyers to accept, use, recommend and repurchase the idea, good or service which is being promoted.

a) With aid of a diagram, differentiate between “push” and “pull” promotion concepts. Justify the promotion strategy choice you would recommend for a consumer goods

company.

[4 Marks]

- b) Provide guidance on how a marketing manager will decide how much to spend on promotion activities in their companies. [6 Marks]

### Question Three

A service is any act or performance one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product. Services are often part of a company's total offering in the market place.

- a) Expound on the additional elements to the traditional marketing mix that are included in service marketing and their unique value to service marketing. [5 Marks]
- b) Distinguish between the factors you can employ to overcome inseparability in service offering. [5 Marks]

### Question Four

On the surface, it seems a product is simply a marketing offering, whether tangible or intangible, that someone wants to purchase and consume. In actuality, while decisions related to the consumable parts of the product are extremely important the total product offering and the decisions facing the marketer go beyond the consumable parts.

- a) Clarify the meaning of augmented products and distinguish the items that constitute the augmented product. [6 Marks]
- b) Differentiated the levels of a product that constitute a customer-value hierarchy. [4 Marks]

### Question 5

Price is said to be the monetary value attached to a product or a service. It is the consideration given and received by customers and sellers respectively in exchange of goods and service. Assist your management appreciate the following in regard to pricing:

- a) The major pricing objectives that the company can achieve through pricing. [5 Marks]
- b) The common methods adopted for setting prices. [5 Marks]

### Question 6

The holistic marketing concept is based on the development, design and implementation of marketing programmes, processes and activities that recognizes that "everything" matters' with marketing and that a broad integrated perspective is often necessary.

- a) Differentiate between the components of holistic marketing. [8 Marks]
- b) The ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network. Expound on this statement. [2 Marks]

